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Digest

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WALT DISNEY'S "PINOCCHIO" GETS TOP PROMOTION FOR 10 THEATRE TORONTO RELEASE

Famous Players Annual Head Office Picnic will be held at St. Andrew's Golf Club, York Mills, Thursday, June 24th.

Chatter . . .
that could matter!

By MAX CHIC

In from New York for the *Pola-Lite* demonstration last week were *Dr. Leon Wells*, its inventor, and *William Spooner*, who set up the demonstration . . . at lunch with the two, as well as *Tex Cates* and *Cliff Yonson*, my favorite dream was laid to rest for years to come . . . *3-D* without glasses is an impossibility for at least 10 years, according to *Dr. Wells.*

Henry Nathanson and *Hillis Cass, Leo* the *Lion's* men in Canada, were in New York for home-office discussions with *MGM* sales chief *Charles Reagan* . . . *Lionel Lester* and *George Altman* were presented with bronze pins at a *UJW* Drive luncheon . . . *Wall St. Journal* blacklisted by *General Motors* in retaliation for stories written about the automobile industry . . . *GM* has cut off all news releases and advertising.

Theatre Poster Services Ltd. have relocated at 157 Rupert St., as a result of the Winnipeg fire . . . *Murray Sweigman* reported on his return from Winnipeg. . . *Marvin Fremes,* elected secretary of the *Jewish Vocational Service* . . . *Jack Labow* proud of the record his Canadian District established in *RKO's* Shorts Drive . . . Canada exceeded quota by 105% for greatest billing in history of company.

Harry Wilson, Capitol, Chatham, swung a co-op page on "Rose Marie" in the *Chatham Daily News* . . . *Syd Taube* visited Toronto last week . . . *Charles Chaplin* flew to Winnipeg . . . encountered on his return "The Long Wait," at the Odeon, a "Beachhead" at the Uptown, wound up with a Cook's tour of "Algiers" at the three Odeon suburbans, only to have a FIGHT pic on his hands at the Odeon . . . *Chet Friedman* and *Jerry Collins* making *TV* work for the film industry . . . they're running a 16mm trailer on "Student Prince" onto a *TV* set in *Simpson's* window.

Ariel Silverthorne, wife of O. J., has for the last four years, practised and studied for her professional debut as an organist . . . already an accomplished pianist, she launched her new career at the Lindsay Drive-In last Monday, giving concerts and conducting a community sing-song . . . the large Hammond organ is transported in a specially-built trailer . . . we wonder whether her material has been passed by the Censor Board.

Overheard . . . *CinemaScope* films will be the bill of fare at *Jack Hunter's* three Hamilton houses, the Delta, Queens and Empire, in a few weeks.

The Event Of the Week . . . a screening of Fox's latest contribution to "Movies Are The Best Entertainment" . . . "Demetrius and the Gladiators" in *CinemaScope* and *Technicolor* . . . a worthy successor to "The Robe".

TRADE *headlines*

The 5% Amusement Tax will become effective in New York City, on July 1st, despite active campaign led by N.Y. motion picture industry. Mayor Wagner signed the bill last week.

●

UA's Marciano-Charles Championship Fight Picture opened in the Odeon, Toronto, Saturday, June 19th, two days after the fight took place.

●

Ed Morey, long time Allied Artists Vice-President has been promoted to Chief Excutive Officer in charge of all eastern operations, according to an announcement by Steve Broidy, AA President.

●

The eighth annual general meeting of the Manitoba Motion Picture Exhibitors Assoc. took place last week at the Marlborough Hotel, Winnipeg, under the chairmanship of S. Richard Miles.

●

Ron Gaboury, Villeray theatre, Montreal, became the top showman in the tenth week of Odeon's Big Show Contest.

●

Paul Moss, 44, producer of the latest Alec Guinness picture "Father Brown", died in New York following an operation for an ulcer condition.

●

Universal's next two top budget productions will be filmed in CinemaScope and in color by Technicolor, "Chief Crazy Horse" and "Captain Lightfoot". Two other CinemaScope productions have already been completed, "The Black Shield of Falworth" and "Sign Of The Pagan"

●

The new Vancouver exchange building will be built at 12th and Yew St.

●

Rabbi Slonim will speak on his trip to Israel, at the Variety Club meeting, June 29th.

●

The 1954 David O. Selznick Golden Laurel Award Trophy was presented to Sir Michael Balcon last week in Berlin.

●

Business in seven test dates of re-issue of "Gone With The Wind" indicates an expected gross of 15 million dollars on the fifth time around.

●

Aluminium Ltd. to sponsor portion of 90-minute "Omnibus" program over CBS-TV produced by the TV-Radio Workshop of the Ford Foundation.

Ray Presents

IN THIS issue The Digest has gathered together for Canadian Exhibitors, special material connected with the presentation of 3-D pictures, now being demonstrated by the Pola-Lite Co. According to officers of the Pola-Lite Co., their system is the most significant improvement in the projection of 3-D pictures to date, and will play a major role in reviving Exhibitor and Public interest in 3-D films.

Any system, developed for the progress of our Industry, can only be welcomed, but as I have stated in many an Editorial in the past, especially during the start of the "dimension craze," they must be gauged by the contribution they must make for better telling of better stories. In the last few years, the technical specialists in our Industry, and in many cases, specialists from outside of our Industry, have provided us with a good number of top-flight "window-dressings" for the exhibition end of our Industry.

The maximum value of these new innovations, after their perfection by the technical specialists, can only be achieved by the production of good films by our producing companies.

PARAMOUNT Producers Pine and Thomas, at the height of the 3-D development, issued a statement, which I believe sums up what 3-D could mean to our Industry and the importance of the type of film made in this medium.

"It's the ultimate step, in the marriage between stage and screen," they explain. "Acting, stories, sets, backgrounds and everything else show off to best advantage in the new medium. Of course, nothing, not even 3-D, can ever take the place of a good story, and the process cannot survive if the Industry chooses to use it strictly as an exploitation gimmick.

"In our opinion, it has a much greater value, and when used to enhance a good picture, it will elevate movies to their highest peak."

While thinking about Pola-Lite's new 3-D system, I also recalled the introduction of Cinerama, CinemaScope and just recently VistaVision, and the many other systems that were shown to us in the last year or so. The Digest has attempted to provide Canadian Exhibitors with a constant flow of information, as it has become available, pin-pointing the benefits of the varied processes that have been developed.

RECALLING all the excitement of this last year, with all its new inventions, my mind goes back to an article by Dick Pitts, Theatre Owners Assoc. Director of Public Relations headed, "Reading the Trade Press for Profit," with a sub-head "A Man's Judgment is Only As Good as His Information." As a Trade Press Publisher, I heartily agree with everything Mr. Pitts had to say, and would like to pass onto you a few pertinent paragraphs from his article. I feel that as spokesman for an important exhibitor association, Mr. Pitts' message is of interest to all of us up here in Canada.

"This always has been a fast-moving industry.

"It is more so today.

"The pace in every respect is faster. And the showman who does not keep abreast of the developments of the day has two strikes against him—one more strike and he's out.

"To avoid that third strike, it is becoming increasingly important that the showman absorb, correlate, and put to use all data—to put the trade press to work!

"The motion picture industry trade press is unique—because more than any other, it gives its subscribers news and information that can and does mean money at the boxoffice.

"DESPITE fiction and motion pictures to the contrary, the press, whether trade or general, is not the big bad wolf it has been pictured. As with the general press, the trade press' primary function is news—and to report data of interest and of profit to the industry.

"Too many of us have either ignored or belittled the value of the trade press, yet few exhibitors will profess that they can do without the service of the trade papers in the operation of their theatres—because his judgment is only as good as his information.

"There are three basic reasons why the exhibitor should strive to put the trade press to work for him for profit: 1. To keep informed of the news of the industry. 2. To keep informed about product and ways and means of most profitably exploiting product at his own theatre. 3. To keep informed about developments affecting his theatre physically—that is equipment, design, maintenance, etc.

"HE learns from the trade papers what company plans are in the matter of sales policy and production. He is informed on pictures from their announcement as a story purchase, through their production, their initial showings and performance even down to subsequent and, very often, last runs.

"The trade press furnishes the exhibitor data on pictures that would cost hundreds of dollars annually for the exhibitor to obtain—and the individual company to supply.

"News of what is going on in the immediate vicinity in which an exhibitor operates keeps him abreast of conditions as they affect his neighbors and as they directly or indirectly affect his interests.

"THE trade press reports proposed legislation and the activity on the part of exhibitors in relation thereto. In the matter of merchandising or exploitation, the trade press performs a far greater service than may be found in any other field. The trade papers report on exhibitor promotional activity that serves as a guide for others—and they analyze, evaluate, and present advance information to fit the requirements of exhibitors whether in key first-runs or in small-town situations.

"On the physical side of theatre operations, the trade press is replete with news of technilogical developments and their application to the theatre. Theatre planning, maintenance, and operation are treated in special sections, amply illustrated for guidance and emulation. Supply source also is made known through the trade press on the hundred and one items entering into daily operations.

"The highly important concessions also are given thorough coverage, giving the exhibitor up-to-the-minute data on new products and equipment for the dispensing of them in practical and profitable ways of operation.

"Ergo: Put the trade press to work—for profit!"

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SINGLE-STRIP
-D FILM SYSTEM

Toronto and District

By BILL PRESS

The Famous Players headoffice picnic, golf championship and banquet June 24 at St. Andrew's Golf Course brought an array of newcomers for initiation into the company's 25-Year Club with appropriate ceremony. The novitiates have been busy choosing between an engraved gold watch or a $100 bond, and also qualified for diamond badges, membership certificates and a month's holiday each year.

Peter Sturgess, who was an assistant theatre manager with Canadian Odeon circuit, has joined the London, Ont., Theatre Players for its summer touring company, with a lengthy engagement scheduled for Niagara Falls, it is announced. He came to Canada from England in 1946.

Arch H. Jolley came close to winning $140,000 in the Irish Sweepstakes but a miss is as good as a mile, according to the old saw. It was his cousin, John Jolley, formerly of Hamilton and now with the B. F. Goodrich Co. at Kitchener, who held the top Canadian ticket.

The MPTAO executive secretary bought a ticket out of the same book that brought a $280 reward to an acquaintance.

Eastern Ontario is getting two more roofless theatres for the car trade. George Jordan, manager of the O'Brien Theatre at Arnprior, a unit of the Ottawa Valley Amusement Co., has announced the opening of a drive-in near Arnprior. Cornwall interests are about to open a second drive-in, the location being East of the Factory Town which already has the Cornwall D-I, operated by 20th Century Theatres.

A newcomer to the Toronto circle of Famous Players managers in the forthcoming reorganization of personnel will be Robert Campbell, assistant manager of the Capitol Theatre, Sudbury, who is scheduled to take charge of the Bloor here. Changes at Toronto and Hamilton are due to the promotion of Jim McDonough from Hamilton to district manager at Halifax at the end of the month.

"Lost Week-End," re-issued by Paramount, has been classified as Adult Entertainment by the Ontario Board of Moving Picture Censors. Another addition to the latest Adult list is the Italian picture "Behind Closed Shutters."

The good news regarding Mrs. Eva Delaney, well-known and highly-respected resident of Gananoque, is that she left Kingston Hospital some time ago after a remarkable recovery and was strong enough to take a trip to Montreal. She has been honored by being chosen one of three people to represent the Town of Gananoque at the opening of the Canadian National Exhibition in Toronto.

Murray Little, manager of the Casino, Toronto's only combination theatre, has intimated that vaudeville is to be dropped, largely because of the expense and scarcity of headliners. He was inclined to blame TV competition for the trend. Stage shows recently disappeared from the Seville, Montreal.

VANCOUVER NEWS

By JACK DROY

The Skyway Drive-in near Kamloops broke their all-time record with the showing of JAROs "Kidnappers." Picture was played ahead of the Capitol indoor house in Kamloops.

Frank Gow, FPC district manager announced that bids are being called for a new 1,000 seat house at Kamloops. The chain at present operate the town's only theatre, the 750 seat Capitol. Two drive-in theatres also operate near the railroad town.

High winds of over 65 miles an hour did considerable damage to drive-in towers and screens in Alberta and Saskatchewan.

A return vist of "The Best Years of Our Lives" gave the Strand a better than average week's business. Jack Hamill, student manager at the Vogue, is moving to Edmonton, Alberta, where he will be assistant to Sam Binder, manager of the new Odeon, which will open in July.

The old Roxy, a 450-seater, has been bought by a church. It was one of the first suburban houses in Vancouver built in 1910.

The opening of the new ozoner near Castlegar in the British Columbia interior was delayed due to flood conditions in that area.

The Pacific baseball team is also having a tough time with so many games rained out.

Weather conditions have not been cooperating with the Drive-in operators, with the coldest spring weather here in the last 15 years.

A local aerial artist was killed in a 100 foot fall from the tower on top of the Paramount Drive-In during a performance witnessed by 2,000 patrons.

Roy Brewer who is running for president of the IATSE, was here conferring with Local 348 projectionists, also here for the 40th anniversary of the booth workers union was J. O. Jacobson vice-president of the IATSE.

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Maritime News

HELEN CROWLEY

A Drive-In theatre that will be operated by Mr. Bertram Girouard—located between Chatham and Newcastle—opened Saturday, June 19th.

Work is expected to commence very soon on the Amherst Drive-in which will also be constructed by the Spencer Company.

The "North River" Drive-In theatre, with capacity for 450 cars, at present being constructed near Charlottetown by the F. G. Spencer Company Limited, is scheduled to open early in July. Mr. George A. Walters, Manager of the "Prince Edward" Theatre, will be in charge of this Drive-In.

Mr. Duncan MacDonald, Manager of the General Theatre Supply Company Limited is installing the projection equipment in both Drive-ins.

The Drive-In located just outside of Campbellton, N.B., with 350-car capacity, also being constructed by the Spencer Company, is scheduled to open second week in July. Mr. W. Gordon Gazeley, Manager of the "Paramount" and "Capitol" Theatres in Campbellton, will be in charge of this Drive-In.

3 DRIVE-INS OPEN

The Montreal Office of *Dominion Sound Equipments Ltd.*, have opened three Drive-ins in Eastern Ontario within two weeks. The Hi-Way Drive-in theatre at Renfrew, Ont., operated by *Ottawa Valley Amusement Co.*, a 400 car installation is equipped with a 78 ft. curved screen and is using *Ashcraft* super-power water cooled arc lamps. The Renfrew Drive-in theatre at Renfrew, operated by *Aub Winch* and *Jack Russell* and the Bel-Vue Drive-in theatre at Hawkesbury, operated by *Oscar Legault* are the other two Drive-ins which make up this trio.

A fourth Drive-in located at Arnprior also operated by *Ottawa Valley Amusement Company* will be equipped by *Dominion Sound* and will open very shortly.

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MAGICIAN" STOP WE DO THE REST
COLUMBIA PICTURES OF CANADA

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Columbia In Canada First With Pola-Lite

Harvey Harnick, Canadian General Manager for *Columbia Pictures*, has announced that *Columbia's* "The Mad Magician", starring *Vincent Price*, will be released in Canada in *Pola-Lite's* new single strip *3-D* system. *Mr. Harnick*, informed the *Digest* that *Columbia* is proud to be the first Distributor in Canada to show a film with the *Pola-Lite system*".

Mr. Harnick has formulated a special Canadian sales policy for "The Mad Magician" whereby, the film, and the *Pola-Lite* unit will be shipped as a complete set-up, the lenses being provided, at no extra cost.

"About 800 small towns in Canada haven't had an opportunity to see 3-*D* films," *Mr. Harnick* stated, "because of the high cost of equipment in the past. With the advent of *Pola-Lite's* new 3-*D* single strip system," he continued, "exhibitors need no extra projectionists, no extra equipment such as generators," and will, *Mr. Harnick* informed the *Digest*, "have no problems with the picture going out of 'sink' or need the intermissions that were necessary up to this time."

All the grief which was formerly attached to the showing of *3-D* films and the new equipment needed, which prevented the small town exhibitor from showing films produced in *3-D* have now been eliminated by the *Pola-Lite* system and "*Columbia*", stated *Mr. Harnick*, "is now giving these small towns, a chance to see 'The Mad Magician' in *3-D*."

Mr. Harnick concluded by stating, "that these first *3-D* showings in small town theatres, should be proportionally successful as were the first *3-D's* shown in the big cities in Canada. Bookings are pouring in from all over the country, and the showing of 'The Mad Magician' should give the small town exhibitor a chance to benefit from the boxoffice impetus that *3-D* provided in the big cities, a year ago."

A 2-reel comedy, "We Were Spooks" in *3-D*, will be shown in conjunction with "The Mad Magician."

UA'S ANNIVERSARY DRIVE WINNERS

The Dallas, New Orleans and St. John exchanges have won the three first-place prizes in *United Artists'* 35th Anniversary Sales Drive honoring President *Arthur B. Krim*, it was announced by Drive co-captains *William J. Heineman*, Vice President in charge of distribution, and *B. G. Kranze*, General Sales Manager.

The Dallas branch, headed by branch manager *W. C. Hames;* the New Orleans exchange, led by *Alex Maillho*, and the St. John branch, under *I. J. Davis*, wound up the six-month drive at the top of their respective groups.

The 32 *United Artists* branches in the United States and Canada competed in three groups of equal grossing potential in the 35th Anniversary Drive that began on Nov. 15, 1953, and ended on May 15, 1954. A complete computation of sales figures resulted in the final standings announced.

Runner-up to the Dallas branch in the first group was branch manager *B. Adams'* Atlanta exchange, while *Harry Segal's* Boston branch took third place. In the second group, second-prize money went to Charlotte exchange, headed by branch manager *H. Keeter*, with *D. J. Edele's* St. Louis exchange in third position. The New Haven branch, led by *Irving Mendelson*, was second in the third group, with third place taken by the Calgary branch under *Robert Radis*.

Additional results showed *George Pabst's* Southern District taking first place, with *Charles S. Chaplin's* Canadian District second, among the company's seven districts.

I certainly believe that 3-D without glasses is a possibility at some time . . . the different announcements being made however, are not based on actual facts . . . it is an impossibility in the next 5 to 10 years, because of the lack of background for it.

Present-day 3-D has been in work for 50 to 60 years, to get us to this point, but also has a background of about 200 years behind it.

Dr. Leon Wells.

STEREOSCOPY

Stereoscopy, as the science of producing three-dimensional pictures is called, may be said to have been invented in 1838 when *Sir Charles Wheatstone*, the famous British physicist (who was also the "father" of Electric Telegraphy) produced a viewing apparatus through which three dimensional pictures could be seen. Separate pictures were provided for the left and right eyes and a simple system of four mirrors made sure that each eye saw the appropriate picture. The basis of the whole matter lies in the existence of these two pictures. Our eyes are 2½ inches apart (pupil to pupil) and each eye sees objects from a slightly different angle. If one eye is closed the impression of depth in what is seen is similar to that in a flat picture. Looking at a window one can observe this difference by making a simple experiment. Hold up a hand at arm's length at a level with your eyes. Close the right eye and you will see the left-eye view only of the hand and window frame, then close the left eye and open the right one and both hand and frame will seem to jump sharply over towards the left.

FILMS IN THE POLA-LITE SYSTEM

THE MAD MAGICIAN

COLUMBIA
72 Minutes

Cast: Vincent Price, Mary Murphy, Eva Gabor, Pat O'Neal, John Emery, Donald Randolph, Lenita Lane, Jay Novello.

Producer: Bryan Foy.
Director: John Brahm.
Author: Crane Wilbur.
Screenplay: Crane Wilbur.
Cinematographer: Bert Glennon.

TAZA, SON OF COCHISE

UNIVERSAL
Technicolor
79 Minutes

Cast: Rock Hudson, Barbara Rush Gregg Palmer, Bart Roberts Morris Ankrum, Eugene Iglesias, Richard H. Cutting, Ian MacDonald, Joe Sawyer, Brad Jackson, Lance Fuller.

Producer: Ross Hunter.
Director: Douglas Sirk.
Author, Gerald Drayson Adams.
Screenplay: Gerald Drayson Adams.
Cinematographer: Russell Metty.

GORILLA AT LARGE

20TH-FOX
Technicolor
83 Minutes

Cast: Cameron Mitchell, Anne Bancroft, Lee J. Cobb, Raymond Burr, Charlotte Austin, Peter Whitney, Lee Marvin, Warren Stevens, John G. Kellogg.

Producer: Robert L. Jacks.
Director: Harmon Jones.
Screenplay: Leonard Praskins and Barney Slater.
Cinematographer: Lloyd Ahern.

SOUTHWEST PASSAGE

UNITED ARTISTS
Pathecolor
82 Minutes

Cast: Joanne Dru, Rod Cameron, John Ireland, John Dehner, Guinn Williams, Mark Hanna, Darryl Hickman, Stuart Randall, Morris Ankrum, Kenneth McDonald, Stanley Andrews.

Producer: Edward Small.
Director: Ray Nazarro.
Screenplay: Harry Essex, Geoffrey Homes.
Story: Harry Essex.
Art Director: Frank Sylos.

GOG

UNITED ARTISTS
Eastman Color
85 Minutes

Cast: Richard Egan, Constance Dowling, Herbert Marshall, John Wengraf, Philip Van Zandt, Valerie Vernon, Steve Roberts, Byron Kane David Alpert.

Producer: Ivan Tors.
Director: Herbert L. Strock.
Story: Ivan Tors.
Screenplay: Tom Taggart.
Cinematographer: Lathrop B. Worth.

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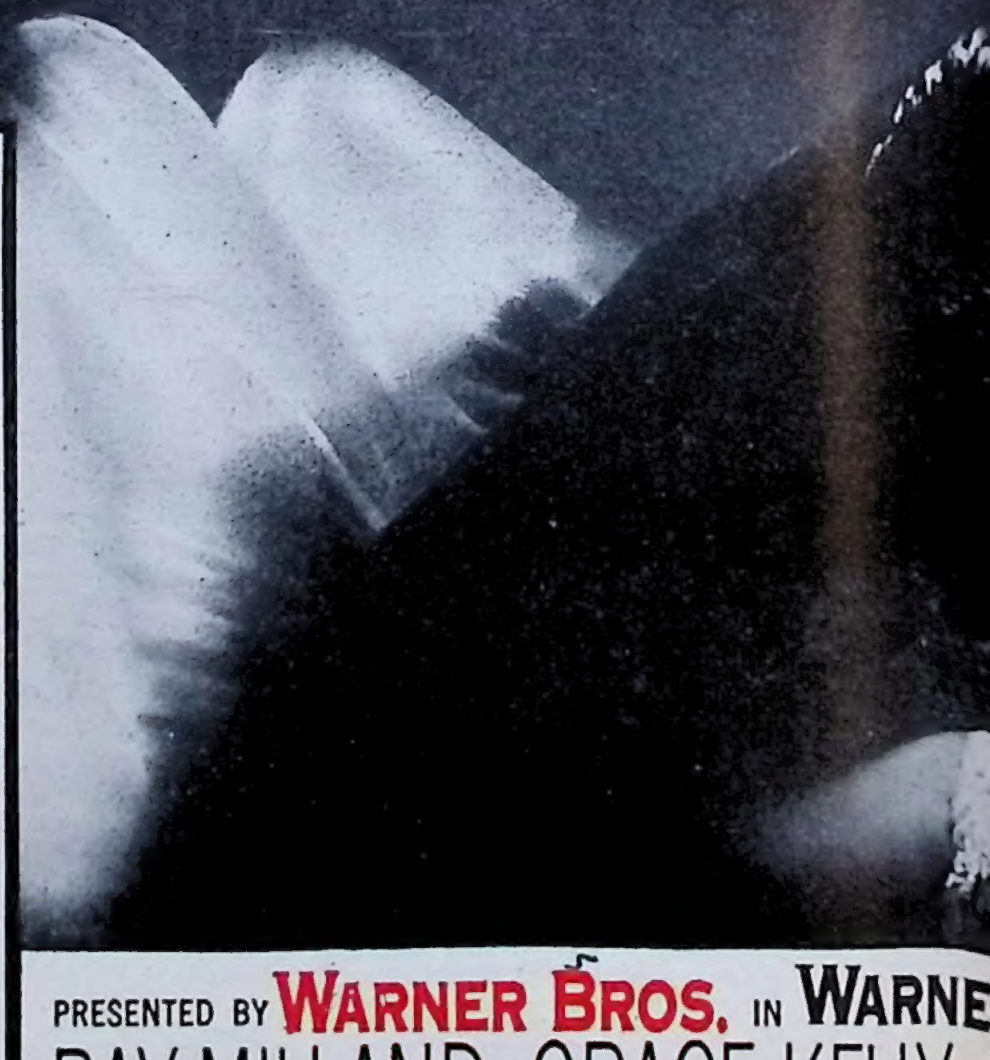

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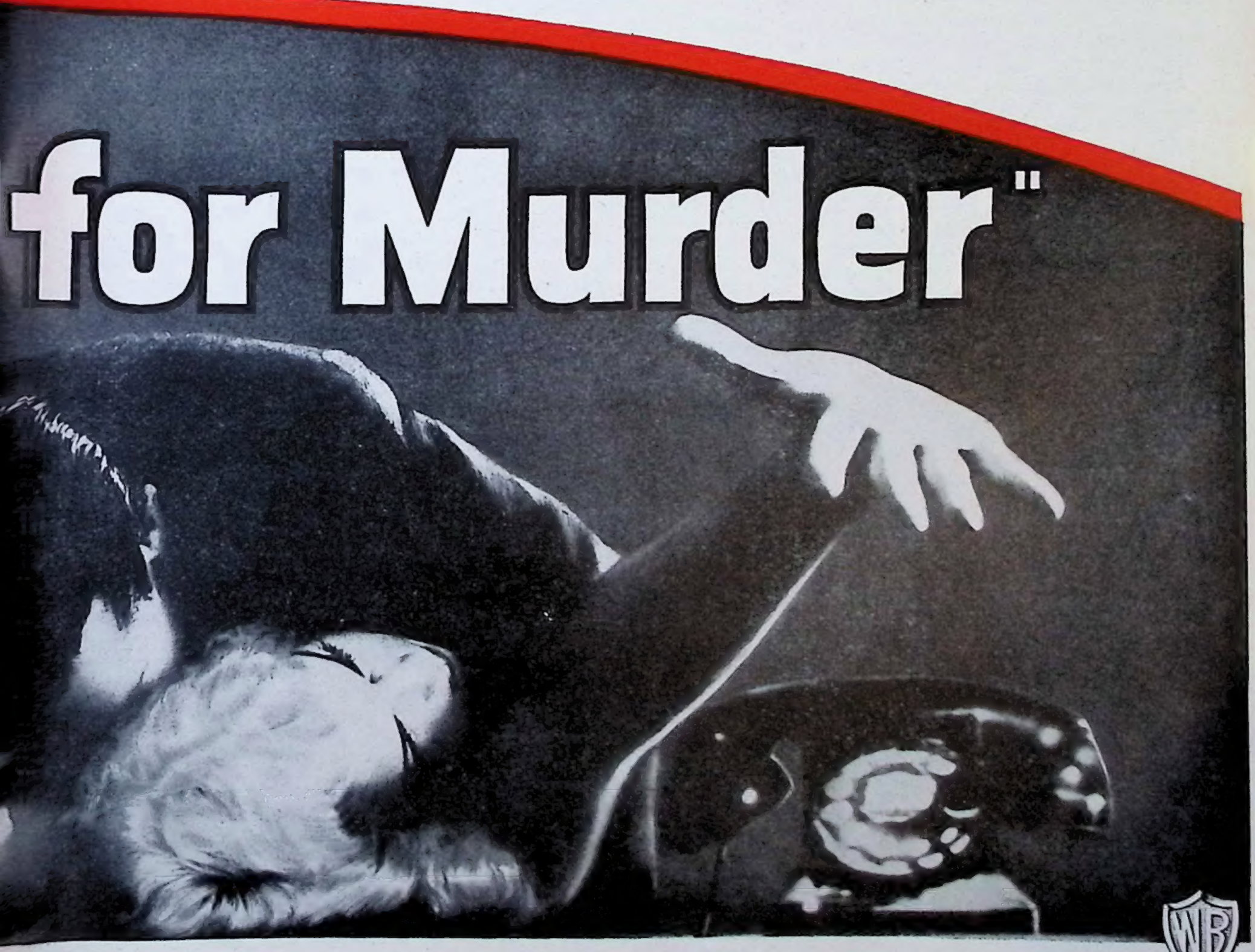

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3-D Questions And Answers

WILL THE AUDIENCE ALWAYS HAVE TO WEAR SPECTACLES, AND WHY?

The right and left eye images must in some way be sorted out, so that each eye will see only its appropriate picture. In Russia, a system developed by *Ivanoff* which does not need spectacles has for a number of years been demonstrated; but such systems, although theoretically quite feasible, require a theatre to be specially built and the seats mathematically arranged around the screen.

In the meantime the pairs of images must be separated at the eyes. This has been done by electrical or pneumatic shutters, worn as spectacles, or by the use of red and green glasses. The use of special glasses is by far the most practical system.

CAN AN ORDINARY SCREEN BE USED?

No. A matt white screen depolarizes the light rays, and consequently each eye sees faintly the picture intended for the other eye. To prevent this, a special screen surface, with highly reflective and non-depolarizing characteristics, is required.

CAN POLA-LITE BE USED FOR 16 MM.?

Dr. Leon W. Wells, who developed and perfected the single-track *Pola-Lite 3-D* projection system, is now experimenting with a similar unit for 8 and 16 mm movie fans.

ARE NEW GLASSES BEING PERFECTED?

In addition to the *Pola-Lite 3-D* projection system, the same company now has a new type of Folding Temple *3-D* glasses and Clip-On type for persons wearing corrective spectacles.

CAN EYE-STRAIN BE ELIMINATED?

Under normal *3-D*, two prints are projected onto the screen from two different light sources, and, according to *Dr. Leon W. Wells,* there are very few perfectly matched projection machine lenses. A 1,000th of an inch difference in lens is magnified by 500 times thus becoming a difference of about five or six inches between the images projected onto the screen. This difference in image alignment is the cause of eye-strain in *3-D* projection.

CAN 3-D HELP UNCOVER EYE DISORDERS?

A *3-D* movie a day may keep the eye doctor away for hundreds of thousands of persons made uncomfortable by visual defects of a functional nature, according to vision expert, *R. A. Sherman* of the *Bausch and Lomb Optical Co.*

And the same visual gymnastics which help correct minor defects, will stimulate additional thousands with inefficient visual skills to seek professional care for defects of which they had been unaware.

From 12 to 15 per cent of the public have visual disorders of which they will be made more keenly aware by the feeling of tension or discomfort they will experience when viewing three-dimensional motion pictures, *Sherman* said.

A part of the corrective procedure prescribed by the optometrist or eye doctor whose advice is sought by such people, he continued, may be the recommendation to see stereoscopic motion pictures periodically—as often as once a day or once a week.

"The beneficial impact on vision of properly produced, projected, and viewed stereoscopic motion pictures will be profound," he said. "The powerful stimulus provided by such pictures will put the identifying finger on some of us who, for our general well-being, need visual attention and have not previously suspected it."

WARNER'S REPORT PROFIT

Warner Bros. Pictures, Inc. (Incorporated 1953) and subsidiary companies report for the six months ending February 27, 1954 a net profit of $1,618,000 after provision of $1,700,000 for federal taxes on income and after a provision of $250,000 for contingent liabilities. Film rentals, sales, etc. amounted to $34,059,000. The net profit is equivalent to 65 cents per share on the 2,474,346 shares of common stock outstanding or reserved for exchange at February 27, 1954.

PRINT HAPPY

HOLLYWOOD product is currently available (or soon to be available when processing now in progress is completed) in the following fourteen combinations:

Standard print — standard sound. Standard print — separate stereophonic sound print. Standard print — separate stereophonic sound print; effects on optical track with picture.

3-D—two print system. 3-D—single print system. 3-D—two print system with separate stereophonic sound print.

CinemaScope — 4-track stereophonic sound. CinemaScope — single optical sound track. CinemaScope — Perspecta directional sound. CinemaScope—reduced to standard "2-D" print.

VistaVision—Perspecta sound. VistaVision printed in SuperScope—Perspecta sound.

SuperScope print of standard picture.

Motion Picture Herald, May 22, 1954.

POLA-LITE'S 3-D SYSTEM

How does the POLA-LITE 3-D SYSTEM make you money?

By making it possible for you to show 3-D movies on one film strip . . . as cheaply and as simply as 2-D . . . and using your present equipment!

What is the POLA-LITE 3-D SYSTEM?

THE POLA-LITE 3-D SYSTEM is a carefully engineered attachment which quickly clamps on your present projector and projects a 3-D picture from a single strip of film! The attachment also allows for the showing of regular 2-D attractions without removing the unit from your projector.

How does the POLA-LITE 3-D SYSTEM benefit you?

1) You save money by showing 3-D films with one (1) projector instead of two (2).

2) You eliminate extra projectionists, because the booths are staffed as in a normal (2-D) film.

3) You need no intermissions.

4) You save by eliminating large reels and special rewinding equipment.

5) You save in electric and carbon consumption by running one machine instead of two at a time.

6) You save on Film Express Charges.

Why is 3-D on one film superior to 3-D on two films?

1) It eliminates distortion! No longer are there two film strips that constantly get out of adjustment . . . not with a single film strip!

2) There is no eye strain . . . no longer are there two light sources of different density, or different prints in misalignment.

3) The image is sharp . . . no longer is focusing a factor, with the problem of one of two machines out of focus and blurring the image.

How can the POLA-LITE 3-D SYSTEM be installed?

Only an Allen wrench set is required. The Unit is delivered with complete detailed instructions for proper installation. The attachment on the projector enables the theatre to have complete flexibility in running a mixed 3-D and 2-D program by a simple adjustment in a matter of seconds.

Can the POLA-LITE 3-D SYSTEM be used in any type of theatre.

The POLA-LITE 3-D SYSTEM offers as fine a picture clarity on the screen as any normal 2-D picture, and can be used for all screen ratios as well as for drive-ins.

POLA-LITE DEMONSTRATIONS

SAINT JOHN—Strand Theatre, Tuesday, July 6th.

MONTREAL—Princess Theatre, Friday, July 9th.

Contact your General Theatre Supply Branch for further information.

New Impetus Given To 3-D

Despite the fact that several major Hollywood producers are still a bit skeptical about future *3-D* film production, wide public acclaim has heralded a new *3-D* projection system which has done much towards renewing public interest in *3-D* films. *Pola-Lite's* new single-track *3-D* projection system, having already established its commercial value in both large and small theatres throughout the U.S., has had an astonishing effect upon *3-D* film fans, theatre boxoffices and those exhibitors who until now have shied away from *3-D* film exhibition.

That this public acclaim was vitally heeded by other companies is evidenced by a a recent announcement to the effect that *20th Century-Fox* will have *Pola-Lite* prints available on their forthcoming thriller "Gorilla At Large" and *United Artists Corp.* is preparing *Pola-Lite* prints on their two big forthcoming *3-D* attractions, "Southwest Passage" and "Gog."

With distributors already aboard the *Pola-Lite* bandwagon — Hollywood producers are now weighing the facts—and from the evidence thus far achieved it is the opinion of veteran producers that *3-D* film production will shortly undergo a full schedule of productions.

The *Pola-Lite 3-D System,* consists of a two-eyed attachment which can be connected to the lens barrel of a regular projector and permit the showing of *3-D* films on a single strip of 35mm film, thus assuring perfect synchronization.

Dr. Leon W. Wells, inventor of the *Pola-Lite* single-track *3-D* projection system, explains that by using only one strip of film the two images projected on the screen will be in perfect alignment in spite of any film editing. This, he claims, will alleviate eye-strain and headaches caused by bouncing or jigging images often produced when two different prints and projectors are used.

Prior to his development of the *Pola-Lite System, Dr. Wells attended* the *New York University Graduate School* in applied mathematics where he did research for the *U.S. Navy.* Born in Lwow, one of the largest cities in Eastern Poland, he studied in Munich and then came to the United States under a *Bethlehem Steel Corporation* fellowship and studied at *Lehigh Unniversity.*

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Second week. Three Coins In A Fountain (20th-Fox) CinemaScope and Technicolor, with Clifton Webb.

SHEA'S
Them (WB) with James Whitmore.

UNIVERSITY & EGLINTON
Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.

NORTOWN
Rhapsody (MGM) Technicolor with Elizabeth Taylor.

ODEON-CARLTON
The Long Wait (UA) with Anthony Quinn.

UPTOWN
Beachhead (UA) Technicolor with Tony Curtis.

LOEW'S
The Student Prince (MGM) CinemaScope and Color with Ann Blyth.

HYLAND & CHRISTIE
Tenth week. The Kidnappers (JARO) with Vincent Winter.

TOWNE CINEMA
Third week. Marlag O (IFD) with Anthony Steel.

INTERNATIONAL CINEMA
Sixteenth week. Hobson's Choice (IFD) with Charles Laughton.

DOWNTOWN
Duffy Of San Quentin (WB) and Tennessee Champ (MGM) Color.

MONTREAL

PALACE
Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

LOEW'S
Flame And The Flesh (MGM) Technicolor with Lana Turner.

PRINCESS
Rails Into Laramie (E-U) Technicolor with John Payne.

CAPITOL
Second week. Dial M For Murder (WB) WarnerColor with Ray Milland.

IMPERIAL
The Yellow Tomahawk (UA) Color and Algiers (UA).

ORPHEUM
Racing Blood (20th-Fox) Color and Bitter Creek (AA).

KENT
Eleventh week. The Kidnappers (JARO) with Vincent Winter.

AVENUE
Personal Affair (JARO) with Gene Tierney.

SEVILLE-STRAND-SNOWDON-OUTREMONT
Salome (Col.) Technicolor with Rita Hayworth.

ALOUETTE
Le Banni Des Iles (IFD) with Ralph Richardson.

WINNIPEG

CAPITOL
Rob Roy (RKO) Technicolor with Richard Todd.

LYCEUM
Terror On A Train (MGM) and The Great Diamond Robbery (MGM).

MET
Second week. Executivce Suite (MGM) with William Holden.

ODEON
Back To God's Country (E-U) Technicolor with Rock Hudson.

GARRICK
The Miami Story (Col.) with Barry Sullivan.

GAIETY
Second week. The Living Desert (RKO) Technicolor.

OSBOURNE CINEMA
The Intruder (IFD) with Jack Hawkins.

DOMINION
Top Banana (UA) Color and I, The Jury (UA).

VANCOUVER

CAPITOL
Second week. River Of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

ORPHEUM
Flame And The Flesh (MGM) Technicolor with Lana Turner.

STRAND
The Best Years Of Our Lives (RKO) with Fredric March.

STUDIO
Ninth week. Hobson's Choice (IFD) with Charles Laughton.

VOGUE
New Faces (20th-Fox) CinemaScope and Technicolor with Eartha Kitt.

PLAZA
The Wild One (Col.) with Marlon Brando.

PARADISE
Highway Dragnet (AA) with Richard Conte.

DUNBAR
Sixth week. The Kidnappers (JARO) with Vincent Winter.

RIO & VARSITY
The Maggie (JARO) with Paul Douglas.

CALGARY

CAPITOL
Rhapsody (MGM) Technicolor with Elizabeth Taylor.

GRAND
Creature From The Black Lagoon (E-U) with Richard Carlson.

PALACE
Second week. The Living Desert (RKO) Technicolor.

UPTOWN
The Miami Story (Col.) with Barry Sullivan.

STRAND
Dangerous Mission (RKO) Technicolor and Rachel And The Stranger (RKO).

SAINT JOHN

PARAMOUNT
Three Coins In A Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

CAPITOL
Alaska Seas (Para.) and Cease Fire (Para.)

STRAND
Lucky Me (WB) CinemaScope and WarnerColor with Doris Day.

JARO'S TRADE SHOWS

JARO, whose successful trade showings have been held for the past five weeks, will continue to run special exhibitors' screenings every Monday afternoon at the *Odeon Theatres* screening room, third floor, 20 Carlton Street.

Exhibitors and circuit bookers have welcomed the opportunity to formulate promotional plans well in advance of playdates and to discuss the product with other showmen and the *JARO* representatives present.

All local exhibitors, and any out-of-town ones visiting Toronto, are invited to these regular trade shows. To arrange to attend, call Branch Manager *Joe McPherson* at EMpire 3-5251.

THE STARLITE

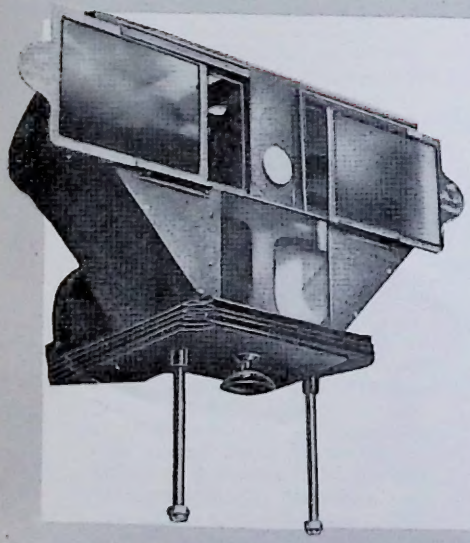
Over 500 cars were turned away on the opening night of Cornwall's newest Drive-In theatre, reports John *Assaly,* its manager. The Starlite, which opened on June 15th is situated 4 miles east of Cornwall on No. 2 Highway facing the St. Lawrence river.

Features of this latest addition to open air presentation, is a large *Panoramic* Screen 35 by 58 and a modern concession room with an all glass front.

The Trend is On!

POLA-LITE SINGLE-TRACK SYSTEM RENEWS INTEREST IN 3-D EXHIBITION

CANADIAN SHOWMEN TO SEE FIRST PUBLIC DEMONSTRATION OF NEW MARVEL OF SINGLE-TRACK 3-D, SHORTLY IN ALL EXCHANGE CENTRES!



This is the seven pound marvel of the Pola-Lite 3-D System.

This attachment offers complete flexibility in running both your 2-D or 3-D programs.

Now Ready On New Pola-Lite 3-D

From Columbia Pictures
'THE MAD MAGICIAN'
From Empire-Universal
'CREATURE FROM THE BLACK LAGOON'
and
'TAZA, SON OF COCHISE'
in Technicolor

•

From 20th Century-Fox
'GORILLA AT LARGE'
in Technicolor

•

From United Artists
'SOUTHEAST PASSAGE'
in Pathecolor
'GOG'
in Eastman Color

For the exhibitor POLA-LITE cuts expense — one projectionist instead of two — no extra carbon or electricity costs — no special rewinding equipment needed!

For the patron POLA-LITE means maximum 3-D enjoyment — no intermissions—greater eye comfort with single-strip film — no two prints to go out of alignment!

Now your theatre can have POLA-LITE 3-D Single Strip System for only $140 together with a minimum order of 6,000 POLA-LITE Glasses in a period of one year.

GENERAL THEATRE SUPPLY COMPANY LIMITED

861 BAY STREET Toronto, Ont.

SAINT JOHN N.B. MONTREAL P.Q. WINNIPEG MAN. VANCOUVER B.C.